



President University

Internship Report for



Weber Shandwick Indonesia

Elsari Primadini

International Relations

016201400056

December 2017

TABLE OF CONTENTS

COMPLETION LETTER.....	i
PREFACE.....	ii
CHAPTER I	1
INTRODUCTION.....	1
I.1. President University	1
I.2. Internship Program.....	2
CHAPTER II.....	4
COMPANY PROFILE.....	4
II.1. History of the Company	4
II.3. Organizational Structure	6
II.4 Core Organization Activities	6
II.5 Product and Services	7
II.6 Review on Organization of Growth and Trend.....	9
CHAPTER III	11
INTERNSHIP ACTIVITIES	11
CHAPTER IV.....	14
PERSONAL EVALUATION/POINTS LEARNED	14
IV.1. Internship Evaluation	14
IV.1.3. Attitude.....	16
IV.2. Personal Development and Future Career Plans	16
CHAPTER V	18
RECOMMENDATION.....	18
V.1. President University.....	18
APPENDICES	20
REFERENCES.....	22

COMPLETION LETTER



TO WHOM IT MAY CONCERN

No. 0049/IPGI-WS/XII/2017

This is to certify that:

Elsari Primadini

has completed her internship at Weber Shandwick Jakarta from 2 May to 2 December 2017.

During her internship, Elsari was responsible for the following tasks:

- Media monitoring for all Weber Shandwick clients.
- Assisting consultants on day to day client work.
- Assisting client related administrative work (report, send out invitation and follow up with the media).
- Maintain and update media database (master file and client specific) as well as regularly update media list after each media event.
- Research on subjects related to the agency's clients.

We at Weber Shandwick Jakarta wish her all the best in all her future endeavors.

Jakarta, December 2017

Djohansyah Saleh
Head of Operations

Weber Shandwick
C/o PT Interpublic Group of Companies Indonesia
Menara Standard Chartered Lt. 10
Jl. Prof. Dr. Satno No. 164
Jakarta 12930, Indonesia
T: +62 21 2954 3188
F: +62 21 2593 2406
www.webershandwick.com

CERTIFICATE OF INTERNSHIP



This certificate is presented to:

Elsari Primadini

In recognition of outstanding accomplishments and contributions
during an internship program at Weber Shandwick, Indonesia
From 2 May to 2 December 2017

Acknowledged by:

Djohansyah Saleh
Head of Operations

PREFACE

My most gratitude goes to Allah SWT who gives me strengths and blessings during my internship journey as the chance for me to be a better person through every lessons and experience of life. It has been 7 months I am having my internship program at leading global communications agency Weber Shandwick Indonesia. Working in such an amazing company and supportive working environment was a really great opportunity for me that I should be grateful for. I would like to express my sincere gratitude to:

1. My beloved family Ayah, Ibu, Abang, Kakak, Mas, Ayuk Maya, Ayuk Tiara, Mbah lanang, my nieces Amora, Bilqis, Naya who have support and pray for me endlessly.
2. My internship advisor in President University – Isyana Adriani B.A, M.Si. I cannot thank you enough for the comments, suggestions, and advice so I can finish my Internship.
3. Weber Shandwick Family, for all togetherness we share and especially for Ko Steven Sanjaya as my supervisor, Ka Icha, Ka Pamela, Mba Dini, Pak Herry and Mbak Lina, thank you for trusting me doing a lot of work and taught me about everything. Everyone at Weber Shandwick and Golin, thank you for your kindest welcome. I forever appreciate the humbleness of all
4. My best friends Ulfah and Ama, My #1 supporter and partner in everything, Kak Danar, My intern's gang from the 1st generation until today's generation. To everyone which I cannot mention your name one by one. Thank you for all the best moments. All your kindness is beyond gratitude.

Lastly, as my two favorite quotes have ever said that “the expert in anything was once a beginner” and “If it was not challenges you, It will not change you” were becoming my motivations during my internship journey.

Jakarta, 11 December 2017

Elsari Primadini

CHAPTER I

INTRODUCTION

I.1. President University

According to the founder of President University, Mr. Setyono Djuandi Darmono, President University was built for two reasons; first, to become a center for research and development, and the second is to set new benchmarks in higher education in Indonesia. President University's founder lays the groundwork to ensure that President University will develop into a great learning institution where students from all over the world can gain knowledge and develop into useful and responsible citizens as future leaders.

President University which located in Jababeka Education Park area in Jababeka City, Cikarang, Bekasi West Java. Surrounded by Jababeka Industrial Estate with over thousands of national and multinational companies from several countries, President University is required to create its qualified graduates in every field and ready to work. As a university with international curriculum standards developed by world-class academics, President University requires its students to speak English at every time during learning activities, even in daily activities as it is supported by an international environment with students from many countries. Therefore, students will speak, write, study and think in English as an international language today.

President University also sees this is as opportunity to enhance the quality of the future graduates. Through ICC (Internship Career Center), a compulsory internship program was designed and required for the students and is expected to help the students to face the real work experience. Through this internship activity, President University also tries to build students interest in finding out their career path in the future, which will make students have clear views and perspectives on their goals according to the spirit and knowledge they gain on learning in the classroom.

I.2. Internship Program

According to Oxford dictionaries, an internship is a condition when a student or trainee works in an organization, sometimes without pay, in order to gain work experience or satisfy requirements for a qualification.¹ An intern works at a company for a fixed period of time, usually three to six months. And usually, the internship activities can be done with the type of part-time internship or full-time internships. Internships offer students a hands-on opportunity to work in their desired field. They learn how their course of study applies to the real world and build a valuable experience that makes them stronger candidates for jobs after graduation. An internship can be an excellent way to "try out" a certain career.²

The Internship Program at President University is an obligation for students in the third year of college to complete off-campus classes by finding professional jobs in the companies or institutions they choose. President University provides an internship period with a maximum period of 8 months and a minimum period of 4 months for students in batch 2014, starting from May-December 2017. President University also provides the student broad relations and partnership with the government institution, Multinational Corporation, international organization, media, and many other institutions in order to accommodate a bridge for the student to get access to enter the job market. There are several benefits by accomplishing internship program which is as follows:³

1. Experiencing an opportunity to work in a career related or professional environment
2. Triggering career awareness to the student
3. Increasing self-confidence and evaluation of student
4. Preparing student to compete in job market
5. Deepening student's soft skill as the provision to enter professional career
6. Applying skills and knowledge from class into professional environment
7. Enlarging relations between university with the company or institution

¹ Internship definition, retrieved from <https://en.oxforddictionaries.com/definition/internship> accessed on 25 November 2017

² Learn About the Benefits of an Internship, Retrieved from <https://www.thebalance.com/what-is-an-internship-1986729> accessed on 25 November 2017.

³ Benefits of Internship Program, retrieved from <http://president.ac.id/internship> accessed on 25 November 2017

8. Providing managerial skills of the student in order to manage time and social life outside class in university.

Instead benefit for the student, there are also benefits for the company or institution by hiring the intern student which are as follow:

1. Intern students are young, fresh, and highly motivated to prove themselves as a competent employee and ready to enter professional environment.
2. Intern students are full of new idea and perspective that could give benefit for the company or institution which hiring an intern student.
3. Intern students have strong curiosity and ready to accept any challenge that given by the company or institution as responsibility to accomplish in order to enhance the performance of company or institution.
4. To gain future relations and branding of the company or institution towards the intern student by promoting the value and ethic to the future development.
5. To help the company or institution in order to select future competent employee and also to contribute the nations to develop human resource in the country.
6. To strengthen relations between company and institution with the university to have more cooperation in providing potential employee in the future.

President University's internship program can strengthen and widen our channels in professional work environment since the internship student will have direct interaction with the professional person on a lot of occasions. Through the opportunity of this internship program, I can see that this activity will be a very valuable experience for me to practice my knowledge by discovering my potential as an International Relations student, even though I am implementing my internship program, in an industry quite different from my field of study. This internship has also enabled me to gain greater insight into the industry through the tasks and projects entrusted by the Weber Shandwick Indonesia team to me. Therefore, as a part of my bachelor degree studies in International Relation and to fulfill these requirements, I have an honor to work as an intern in one of the leading Global Public Relations Agency in Indonesia, Weber Shandwick Indonesia from May 2nd to December 2nd, 2017

CHAPTER II

COMPANY PROFILE

II.1. History of the Company

First established in 1987 in Massachusetts, Weber Shandwick is a leading global communications agency consultant or more familiarly known as the Public Relations Agency. By having a corporate network of 18 offices in 12 markets - together with affiliates and representative firms in a number of other locales - spans Greater China, Japan and Korea, India, Southeast Asia (including Indonesia) and Australia.⁴ Weber Shandwick was originally a combination of three companies:

1. The Weber Group. Founded in 1987 in Cambridge, Massachusetts, The Weber Group has contributed in introducing mobile phones and the internet to the communications world. The Weber Group is in the top ten of public relations companies in less than a decade.
2. Shandwick International. First established in 1974. Shandwick International has become one of the largest public relations companies in the UK, and the presence of its company has been recognized in the region of Europe and Asia Pacific.
3. BSMG Worldwide. Founded in 1921 and founded by the Bozell & Jacobs Advertising and Public Relations Company in Omaha, Nebraska. The company merged with Weber Shandwick in 2001.

Weber Shandwick Indonesia was first established in 2003 in Jakarta. The company is part of the Interpublic Group (IPG) which is one of the world's largest organizations of advertising and marketing services companies. Weber Shandwick delivers effective, innovative communications programs to clients around the world and across Indonesia. As of today, the team in Jakarta is made up of consultants with expertise ranging from corporate and financial communications to consumer marketing, technology, public affairs and healthcare. Some examples of cooperation with international clients such as Singapore Airlines, Facebook, Instagram, General

⁴ Who we are? Retrieved from <http://webershandwick.co.id/en/about-us/who-we-are/> accessed on 27 November 2017

Motors, BMW, Citibank, QNB Bank, Mastercard and Hitachi and some other confidential clients.

II.2. Motto, Vision and Mission

Here are the motto, vision and mission of Weber Shandwick:

Motto: "*Engaging, Always*"

As a leading global communications agency, Weber Shandwick delivering daily on what we do best: engage. Weber Shandwick earns attention and incites action for the best brands and organizations worldwide by championing integration and placing people, culture, and relationships at the heart. Always.

Vision: "*To be the world's leading relations firm in a new world of engagement*"

The vision of Weber Shandwick is or to be the best public relations firm in the world filled with engagement or relationships. Being the best in every field involved is to lead the five key points in company's internal or external. Such as workplace, way of thinking, market share, performance, and operational fields.

Mission: "*To harness the power of advocacy on behalf our clients*"

This means that Weber Shandwick has a mission to harness the power of advocacy in representing each of its clients. As a professional consulting firm, Weber Shandwick focuses on serving the interests of its clients. Weber Shandwick has one basic guideline when working with clients, reaching the target desired by the client. In an effort to achieve this, Weber Shandwick uses communication strategy planning along with the best experience and knowledge support.

II.3. Organizational Structure

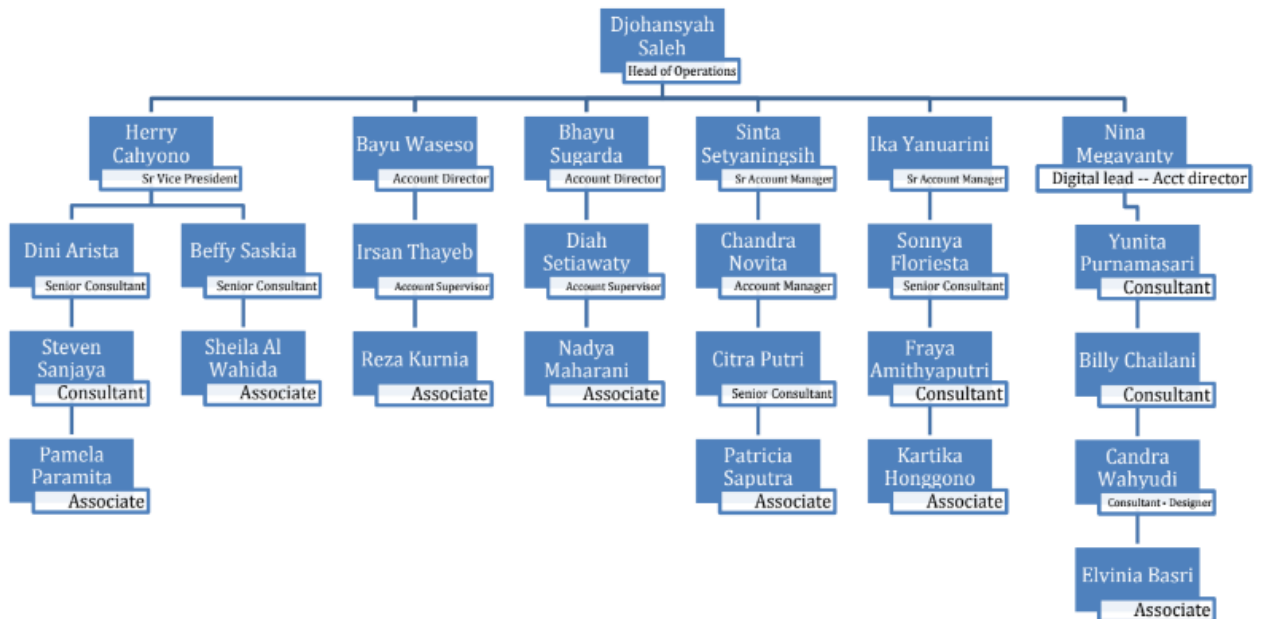


Figure 1: Organizational Structure of Weber Shandwick Indonesia

(Sources: Helina Wulandari, Office Manager of Weber Shandwick Indonesia)

II.4 Core Organization Activities

Along with its capacity and role as Public Relations Agency, Weber Shandwick offers strategies and communication solutions for local and global clients across the spectrum of practices and specialties. By providing strategic consulting services and program execution covering various communication disciplines and industry sectors, Weber Shandwick has maximized collaborative approach and service flexibility and enables clients to benefit from local knowledge, regional support, and global reach.⁵ With expertise that has specialty to handle clients in the field as follows:

- B2B Marketing

⁵ What We Do. Retrieved from <http://webershandwick.co.id/en/about-us/what-we-do/> accessed on 29 November 2017.

- Consumer Marketing
- Financial and Professional Services
- Healthcare Communications
- Public Affairs and Public Policy
- Technologies
- Corporate Responsibility
- Crisis and Issues Communications
- Communication Audits and Research
- Digital Communications
- Internal Communications
- Luxury Goods and Services
- Media Training
- Medical Education
- Market Intelligence
- Sports Marketing
- Travel, Transport and Lifestyle

II.5 Product and Services

Weber Shandwick has realized that in today's new business environment, a public relations agency was acting as a bridge between media and clients, plays a key role in giving clients the competitive edge they need to achieve the highest level of success. In-depth analysis and insight by Weber Shandwick, a strong and well-targeted strategy, integrated expertise and highly public communications with relationships with stakeholders and other audiences, uniquely positioned Weber Shandwick to identify, mobilize and involve advocates for products, services, brands, and issues of their clients anywhere in the world. Some of the communication services Weber Shandwick Indonesia offers to clients are:

1. Strategic counsel

Weber Shandwick provides consulting services to his clients. Consultations are given through several stages of research, analysis, planning, and evaluation. Through this service, clients can receive and also implement various activities

with appropriate steps through the help of communication consultants at Weber Shandwick.

2. *Crisis Management*

Weber Shandwick has special skills and experience in handling a crisis. Weber Shandwick offers crisis management services that may be experienced by clients. Through the services offered by Weber Shandwick, clients can anticipate in advance any negative impact of a crisis that may endanger the organization.

3. *Strategic Media Relations*

As we all know that mass media has an important role in the present life, along with the rapid advancement of technology. The views of society on a company/organization can be influenced by what is reported by the media. If the media continuously preach a negative thing about a company, then the public can perceive the company is also negative. Weber Shandwick helps its clients not only to have a good relationship but also to facilitate the desired news can be loaded by the mass media to generate a positive output.

4. *Internal communications*

Weber Shandwick helps its clients to have a good reciprocal relationship between the company and its employees. An employee is the spearhead of the company and is the most important part of its efforts to achieve company goals. By having a good relationship with the employees then it can maximize the performance of the company.

5. *Corporate Social Responsibility*

Weber Shandwick assists its clients in carrying out the program of responsibility to the community and the environment. A company should not only have a good relationship with the internal and media but also with the community and the environment in the vicinity of the company is located.

6. *Technology*

Weber Shandwick plays a role in delivering digital communicating techniques to clients as well as managing client sites. Weber Shandwick clients can take advantage of technological advances in delivering information or giving presentations in a creative and unique way.

7. *Public Affairs and Government relations*

Weber Shandwick fostered and established relationships with government authorities that could influence public policy. In this case, Weber Shandwick

assists its clients in overcoming the issues in which the government has its final roles and decisions.

II.6 Review on Organization of Growth and Trend

Weber Shandwick Indonesia has also earned several awards as evidence of significant developments from its inception to the present day and became one of the trendsetters among Public Relations Agency. Weber Shandwick is an award-winning global public relation and communications firm that has a heritage in Asia Pacific stretching back more than 50 years. And it can be seen from the performance of Weber Shandwick who enters into the nomination of Top 10 PR Agency Ranking 2017 and occupies the second position as shown in the picture below:



2016 ÷		2015 ÷		Agency	HQ	Fee ÷ Income 2016 (\$)	Fee ÷ Income 2015 (\$)	Growth ÷ (Constant ÷ Currency)
1	1			Edelman ¹	USA	874,968,000	854,576,000	4.4%
2	2			Weber Shandwick ²	USA	825,000,000	775,000,000	6.5%
3	3			FleishmanHillard ³	USA	570,000,000	570,000,000	0.0%
4	4			Ketchum ⁴	USA	562,000,000	530,000,000	6.0%
5	6			MSLGroup ⁵	France	485,000,000	480,000,000	1.0%
6	5			Burson-Marsteller ⁶	USA	480,000,000	480,000,000	0.0%
7	7			Hill+Knowlton Strategies ⁷	USA	380,000,000	385,000,000	-1.3%
8	8			Ogilvy PR ⁸	USA	361,000,000	347,000,000	4.0%
9	9			BlueFocus ⁹	China	268,675,634	244,814,558	17.2%
10	10			Golin ¹⁰	USA	247,000,000	227,000,000	7.9%

Figure 2: Top 10 PR Agency Ranking in the World 2017⁶

Below are the list of awards achieved by Weber Shandwick Indonesia from 2005 - 2017, as follows:

⁶ Global PR Agency Rankings 2017: Growth Slows Among Major Networks: TOP 10 GLOBAL PR AGENCY RANKING 2017. Retrieved from <https://www.holmesreport.com/ranking-and-data/global-pr-agency-rankings/2017-pr-agency-rankings/top-10>. Accessed on 27 November 2017.

- PR Week Agency of the Year 2005
- Asia Pacific PR Network of the Year 2006,
- The Holmes Report Global Agency of the Year 2008
- The Best Digital PR Firm 2010 by PR Week Global
- PRWeek Global Agency of the Year (2015, 2016, 2017) & Global Campaign of the Year (2017)
- Most Awarded PR Firm, Cannes Lions International Festival of Creativity (2016)
- The Holmes Report Global Digital Agency of the Year (2016)
- PR Awards Asia, Asia-Pacific Network of the Year (2017)
- PR Week Global Agency of the Year & Global Campaign of the Year (2017)
- The Holmes Report Global & APAC Agency of the Year (2017)
- PR Awards Asia, APAC Network of the Year (2017)
- Mumbrella APAC Public Relations Agency of the Year (2017)

These awards are recognition of the performance that has been achieved by Weber Shandwick Indonesia team.

CHAPTER III

INTERNSHIP ACTIVITIES

During my internship, I am very grateful for including as one of the interns who holds many clients and various projects/events from some prestige clients. My clients ranging from several sectors of industries, such as Banking, Credit Card, Consumer Goods, Electronics, Social Media, Aviation and even Healthcare. I was assigned as part of Qatar National Bank, Citibank, Mastercard, ExxonMobil, Shopee, Beko, EATON, Jabil, Singapore Airlines, Instagram, Dermozone and Novo Nordisk to assist the consultants and associates of the respective teams. On a daily basis I like to do daily media monitoring start no later than 7:00 am by reading printed media (newspapers and magazines) and sorting related news / issues based on the keywords of each client, maintain and update client administration (reports, sending an invitation and follow-up media), maintain and update database media (master file and client specific) and regular update on media list after event media, and conduct desktop research / online monitoring for certain issues.

With a total of 21 events from 13 clients during my 7-month internship, I have assisted and contributed myself from the event preparation, during the event and post-event. Below are the list of events and projects which I have learned a lot of experience, insights and new things, as follows:

1. Mastercard launching of Global Muslim Travel Index 2017 results.
2. Shopee Press Conference in collaboration with PT. Pos Indonesia
3. The launching of Mobil SuperBox and Mobil Vaganza in collaboration with Irfan Bachdim
4. Press Conference Mastercard in collaboration with BlueBird titled “Road to Cardiff”
5. Social Media Business Roundtable Discussion with the theme of “How to run the business on Instagram
6. Instagram awarding night for Top 5 Instagram users in Indonesia titled #DiscoverYourStory
7. CEO Dinner with Mastercard

8. Shopee Corporate Social Responsibility Program with the theme “*Shopee Berbagi*”
9. The signing ceremony of Commonwealth Bank and Mastercard
10. The launching of Johnson Baby’s new baby bath products with the theme “*Sentuhan Penuh Harapan*”
11. Group Interview Mobil Lubricants Introduce GOLD System
12. Press Conference of Mastercard in collaboration with HappyFresh
13. Press Conference of Mastercard Strategic Partnership with Central Department Store
14. The launching of Exxon Mobil Delvac MX ESP.
15. Press Conference of Mastercard-Maybank White Card “My Travel Gear”
16. EATON Media Briefing “EATON Power Management as key supporter of Indonesia Digital Transformation.
17. Press Conference Shopee Mall Grand Launch
18. ExxonMobil Turbine Seminar
19. Commemorating World Diabetes Day with Novo Nordisk with the theme “Women and diabetes- our right to a healthy future”
20. Small Group Interview with Media discussing Beko’s business plan in Indonesia
21. Heritage Millennials Fashion Collaboration held by Bank QNB Indonesia and Heritage Amanah
22. World Diabetes Day Symposium attended by Vice President Jusuf-Kalla held by Novo Nordisk Indonesia.

For event preparation, I should have made a media list first and after that, I have an obligation to follow up media according to appointed media list and preparing necessities for events such as media attendance list, fact-sheet, briefing documents, speech note, MC cue card, recorder, logistics and media confirmation list. In addition, the consultants and associates here also gave me a valuable opportunity to contribute to the writing of press releases.

During the event, I had to look after the ‘media registration’ counter where I had to compile the different journalist contacts and build a more personalized relationship with them through ‘day-to-day’ conversation and exchanging contact information, at times, I had to accompany the media for doorstep interviews with the

speaker of the event. As media relations is very important for PR Practitioners as a bridge between media and clients.

After the event, I was responsible for making a post-event report; looking for up-to-date news, summarization of news coverage, calculation of PR values, analyzing the tonality of the news and updating the media list for the respective clients.

Aside from my assignments according to client's projects and organizing events, I have a general assignment every day which is newspapers and online media monitoring for Bank QNB Indonesia not later than 09.00 AM, proofreading and translating documents, conducting desktop research and filtering an updated news if the clients experiencing a crisis. I myself have experienced how to be in a crisis position and help the teamwork in crisis management. For example, as in the case of diplomatic crises in the Arabian Peninsula which resulted in the termination of diplomatic ties to Qatar which would result directly to QNB Bank (Qatar National Bank) in Indonesia.

In the afternoon, I have a responsibility to do desktop research for news related to Presidential Election 2019 and Banking Constitutions for one confidential client. I also had the opportunity to do and analyze with deep research method which is the step for pitching a new client. This is also a new interesting opportunity that I should be grateful for because I feel a significant role because deep research is one of the main points to win the tender for the company.

The purpose of media monitoring is to find out news that is relatable to the clients and match several keywords for each client. Organizing events in an effort to attract the attention of audiences by inviting the media that will cover the event and spread good news for clients as well. Handling crisis management is also very important as research was an important part of my daily assignments. The research or media insight was used for the clients and Weber Shandwick's respective team of perception in creating strategy and relevance plan, as well as future references. Therefore, based on the above description is how a basic duty of an internship student who I was given the responsibility to complete during the 7-month internship period at Weber Shandwick Indonesia.

CHAPTER IV

PERSONAL EVALUATION/POINTS LEARNED

IV.1. Internship Evaluation

My internship projects which previously explained was really hard in the beginning although I managed to enjoy it until the end. It makes me realize that the globalization era with increasingly fierce competition and job opportunities are not easy to obtain. By having the opportunity to practice my 7-months internship at Weber Shandwick Indonesia from 2 May 2017 to 2 December 2017 has enriched and enhanced my knowledge of professional life. Therefore, as it was my first time in the professional working environment, I think the internship was worthwhile.

IV.1.1. Professional Skills

Going on an internship program in a prominent PR industry in Indonesia has given me a better understanding of how to make an impact, as I get to attend many events and interact with people from media or the organizations or simply consumers. By knowing the PR Industry, then this industry has its own charm for me. I was not just sitting around in the office doing the administration works of PR practitioners but also get to first-hand experience the interactions in the PR and communication industry. I have acquired the basic education to become a great PR person.

Other professional skills that I get are how we should keep our good relationship with clients, although sometimes there are some unpredictable client dynamics. We must always show professionalism in working even if the client applies otherwise. In this case, patience is the key. As a communication consultant who has a role as a bridge between client and media, we must always maintain the code of ethics in the field of journalism and integrity of work in order to show our quality.

Timeliness, hard work, sense of belonging, teamwork, and responsibility are also very well learned in this company, as I always have to work to provide the best in researching news and organizing a report or client's administration with the expected punctuality although sometimes working under pressure. A sense of belonging to the work makes me always strive for totality and passion in every situation. Teamwork is highly applied to generate outstanding ideas and to be more open to critics and

suggestions for mutual success and goals. Always responsible for what I have done, if I make a mistake I have to accept the consequences and find out how to improve it in order to increase my working performance. Thankfully, the supervisor during my internship was really kind in helping me foster my learning, guiding me through every phase of my internship. I was given the chance to teach new interns the knowledge I have learned, which helped improve my leadership skills. The biggest takeaway from this internship is the continuous learning while interacting with others.

IV.1.2. Knowledge

During my internship at Weber Shandwick, I was introduced to PR world, which is a slightly different field from what I'm studying on the subject of international relations in lectures. However, from that, I can understand how information flows from an organization to the mass media. It gives me the opportunity to meet various types of people from automotive to the healthcare industry; from client meetings, it helps me see the world from a different perspective, especially across Indonesia. The internship has also helped me gain a better understanding of the theory I have learned in lectures, especially about diplomacy and soft power. Since, the PR practices are particularly similar to how diplomatic practices works, especially on the way to shape people preferences through attraction and how to negotiate in achieving mutual goals. However, many of the cases happening in the PR world are spontaneous and unpredictable, therefore, quick and proper actions are needed to prevent undesirable problems.

Knowing clients from various industry sectors makes me more understanding about how a brand works to promote and achieve maximum profit. As if we were concerned with the lessons in the subject of Multinational Corporations and State's Diplomacy I understood as seeing directly how corporate governance of a company is working with the influence of stakeholders from the government. And also from some of the events, I participated in, showed me how Corporate Social Responsibility and Community Development from a company has a direct impact on society, as the company is not only profit-oriented but also concerned with social and environmental welfare. The role of communication and media consultants is also very important for shaping public opinion.

IV.1.3. Attitude

Working hours for interns start from 7:00 AM to 17:00 PM while for full-time employees starting at 09.00 AM -18.00 PM or even overtime due to the high volume of work. For the size of a job in a private company, this working hour is quite dense and high, but this "workaholic" character has become a demand for work to be fulfilled in this company, and it makes me have to get used to it. They tend to work extra in weekdays to have a leisure time in the weekend. With working hours like this, it makes me more accustomed to wake up early and experience productive days. Unwittingly, I became a more disciplined person of the time. There is a feeling of shame when I arrive late and when I am very slow in my work. Although sometimes I feel the job and project given to me are too much, yet I have to keep doing my best.

Ethics speaking, courtesy to superiors and how to dress well is something I also got during my internship experience at Weber Shandwick. How to convey messages effectively and efficiently with the right key messages, especially during presentations, how to maintain good manners with colleagues and supervisors who also must be maintained even though the work environment here is relatively relaxed but still has reasonable limits.

IV.2. Personal Development and Future Career Plans

From this internship, I have a clearer direction in what type of future I am looking for, whether this is my scope of job or whether I can do well in this industry. Looking back, this internship has built my tolerance level in regards to certain matters, as we had to deal with different types of tasks and people. I feel like through this internship I was able to showcase my strength in doing research, public speaking, and negotiation skills as I often practice my public speaking through follow up media and interacting with clients at events as establishing media relations.

The long period internship has created a limitation when it comes to my personal growth. By having a chance to have an internship at Weber Shandwick Indonesia, I got a lot of experience that I assume I might be able to use those experiences and skills in the future. I involved in any information gathering processes until its publication and during those process, it demands the ability to be adaptive.

This ability will be really important to be implemented in the future during my work as professional and help me to survive the professional competition. I believe that this kind of experience has prepared me to be more eligible and ready to compete for my career preparation in the near future.

CHAPTER V

RECOMMENDATION

V.1. President University

Internship program in a university president is a prestigious program for students of the president university, especially in preparation for the competition in employment in the future. The internship program has become a benchmark of how ready a student to compete and implement what they have learned from the lecturers. I would like to thank the campus, especially the ICC as a coordinator and is responsible for the passage of an internship program at the President University. However, there are some things that I assume should be evaluated from the campus for a better internship program in the future.

The first issue comes from the preparation and briefing of internship that provided by ICC. In this case, I assume that most of the students are not well-informed because I found some of the students were still confused in both technical and non-technical issue in this internship program. Thus, I hope this problem can be solved by giving the student such a brief and clear information regarding their internship program. I would like to suggest during internship socialization, for all parties that involved in managing internship program must be ready and even accommodate the student with deep understanding of internship program.

Secondly, I would like to make a suggestion for the campus stakeholders regarding this internship. The new “disappointing internship regulations” considered to be very detrimental to batch 2014. I personally think that this intern has given valuable lessons about real working life; however, it would be best to differentiate the timeline of internship and thesis, since it will overwhelm the students because not all companies accept distractions particularly if it is detained the completion of assignments. The university also obligated to create a thorough and credible regulation. Changing the period of internship after 4 months of internship period which is one semester of internship period is unacceptable makes the campus seem inconsistent.

Although some of the students can easily get remission or simply do not have to find second company for the second semester of internship, it will become a burden

for the others who successfully got 8 months contract according to the previous regulation and still have the same obligation with the other short period internship students which is the thesis that more or less determine whether the students are fulfilling the last criteria to graduate on time.

V.2. Company

Weber Shandwick has routinely been able to provide the opportunity for the Indonesian youth to have a great working experience towards its internship program. I am thankful for the opportunity which has given to me by Weber Shandwick Indonesia, especially for the knowledge and instruction, as well as thoughtfulness from my supervisor and the respective team of each client that I have assisted. Weber Shandwick has accepted me to be a part of the team and has been very considerate even when I made mistakes which obstruct the completion of assignments.

Moreover, I would like to point out several matters which I suppose can be fixed to create a significant order, especially for intern members. The office of Weber Shandwick has been connected to its sister company Golin which also covered the same sector and sometimes there is an issue with bureaucracy, as a particular consultant of Golin several times have asked Weber Shandwick interns to finished Golin assignment while Golin itself had their own interns, and without the consent of Weber Shandwick interns' supervisors. Other than that, this consultant also gave an overlapped assignments which in the end confusing for both Weber Shandwick and Golin interns. Therefore, this particular consultant should have given a warning or at least a direct announcement regarding the bureaucracy in the company to maintain work ethics in the company.

Hopefully, this recommendation will help both the company and the university to gain enlightenment on some issues or regulation which has been confusing for the students. At last, I would like to express my sincere apology if my words in this recommendation chapter by no means have offended some parties; however, this part of the report was purely for future assessment and reflection to create a better system.

APPENDICES



Figure 1. The signing ceremony of Commonwealth Bank and Mastercard



Figure 2. Press Conference of Mastercard Strategic Partnership with Central Department Store



Figure 3. CEO Dinner with Mastercard



Figure 4. Instagram awarding night for Top 5 Instagram users in Indonesia titled #DiscoverYourStory



Figure 5. The writer captured in the online article
In one of her event



Figure 6. The writer doing printed media monitoring.



Figure 7: The writer takes a picture together with Weber Shandwick Indonesia team.

REFERENCES


- “Definition of Internship in English.” *Oxford Living Dictionaries*. Accessed November 25, 2017. <https://en.oxforddictionaries.com/definition/internship>.
- “Learn About the Benefits of an Internship.” Article. *The Balance.com*. Accessed November 25, 2017. <https://www.thebalance.com/what-is-an-internship-1986729>.
- “Who We Are?” Official Website. *Weber Shandwick Indonesia*. Accessed November 27, 2017. <http://webershandwick.co.id/en/about-us/who-we-are/>.
- “What We Do ?” Official Website. *Weber Shandwick Indonesia*. Accessed November 27, 2017. <http://webershandwick.co.id/en/about-us/who-we-are/>.
- “Global PR Agency Rankings 2017: Growth Slows Among Major Networks: TOP 10 GLOBAL PR AGENCY RANKING 2017.” Official Website. *The Holmes Report*, April 24, 2017. <https://www.holmesreport.com/ranking-and-data/global-pr-agency-rankings/2017-pr-agency-rankings/top-10>.




Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Elsari Primadini
Company's Name	: Weber Shandwick Indonesia
Supervisor's Name and Title	: Steven Sanjaya
Department	: Intern Staff
Working Hours	: 10 Hour/Day
Report Period	: 2017-05-02 - 2017-06-02

- A. Describe your principal assignments, responsibilities, for the past two weeks**
 In the first month, same like the other interns, I have a responsibility to conduct media monitoring both in printed and online medias starting from 7.00 AM-9 AM everyday. After that I have a responsibility to handle 5 clients which are : Mastercard, Dermozone, ExxonMobil, Qatar National Bank, and Shopee. With the guidance from my supervisors and associates I have made several daily's reports, News Tracker, Weekly report and coverage report for after events. I also had an opportunity to helps in a preparations,during and after event tasks. Reading an articles, Summarizing an articles, Counting PR value were becoming my everyday routine. This month I have 4 events conducted with Weber Shandwick as the PR Consultants. Those events are Mastercard GMTI 2017, Shopee Press Conference, The launch of the new products from ExxonMobil and Mastercard in Collaboration with Bluebird. It was a great opportunity for me to learn such valueble new things in Weber Shandwick.
- B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development**
 The important aspects from my first month of internship are I have learned how to coped with the deadline, how to summarizing effectively and using a proper words, how to socialize in a working space, how to be more thorough and diligent in reading. My knowledges were automatically increase since I have been reading various newspaper, magazine and online website. Not forget to mention that my supervisor and associates are very kind and giving me advices, feed back to response my works.
- C. Describe problems or challenges encountered during the week and how you resolved/minimized them**
 I have found several difficulties but I believe as the time goes by I could overcome those things which are my health condition because I have a several disease on my body which affected to the results of my works, and to overcome this I will be more pay attention to my dietary habit and lifestyle to be better for the next time. And the time management also becoming my obstacle, since I have not found the effective ways to finish all of my works on time. Therefore I will try to overcome this by work more efficient and ask some smart ways to my seniors and supervisor. The thing is I will find the best way for me to work well and enjoy on Weber Shandwick.

Submitted by


 Name of intern
 Date: 2/6/2017

Read and acknowledged by


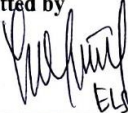
 On Site Supervisor
 Duly Stamped
 Date: 2/6/2017



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Elsari Primadini
Company's Name	: Weber Shandwick Indonesia
Supervisor's Name and Title	: Steven Sanjaya
Department	: Intern Staff
Working Hours	: 10 Hour/Day
Report Period	: 2017-06-02 - 2017-07-02

- A. Describe your principal assignments, responsibilities, for the past two weeks**
In this second month, I still continuing my responsibility just like in the first month. But I have only 4 clients which are Mastercard, ExxonMobil, Shopee and Qatar National Bank. Those responsibilities are:
-Following up media by phone and make sure they will come and cover an events from our clients.
- Media Monitoring (be more careful looking for a news from print and online media related to client event).
-Make a coverage report which contains a summary of how many media had published an articles / news about clients for a week after the event.
-Helping the associates and consultants for event preparation, during and after event such as making a press release, list of media and make a direct conversation to media crews to establish a good relations.
-Summarizing an articles and translating those articles from Bahasa to English and vice versa.
- B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development**
I have learned several significant professional work ethics such as :
-I have to be on time in doing my job, must be familiar with deadlines that force us to work fast but accurate with maximum results.
- I have learn how to speak and how make a good relations with media and important person. This includes how we speak, body language and word selection during presentations.
-Become more thorough and critical thinking faster, as well as the soft skill such as faster typing on computer and how to do a proper desktop research.
-I feel blessed since I have made a lot of new friends, both from fellow intern and senior in the office, I felt a strong family atmosphere on my first second month.
- C. Describe problems or challenges encountered during the week and how you resolved/minimized them**
The obstacles and problems that I have faced in this second month was not really disturbing my works. But with a lot of events and jobs in Ramadan, can not be denied it drain my body and my mind. However I still coped with it and continue my job as usual.

Submitted by

ELSARI PRIMADINI

Name of intern

Date: 1/7/2017

Read and acknowledged by


Steven Sanjaya


On-Site Supervisor

Duly Stamped

Date: 2/7/2017



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Elsari Primadini
Company's Name	: Weber Shandwick Indonesia
Supervisor's Name and Title	: Steven Sanjaya
Department	: Intern Staff
Working Hours	: 10 Hour/Day
Report Period	: 2017-07-02 - 2017-08-02

- A. Describe your principal assignments, responsibilities, for the past two weeks**
The third month of the internship period finally run smoothly and pleasantly. I have successfully done many jobs and one big event this month as in the points below:
-Perform media monitoring both from printed and online news with the dynamics of various media coverage.
-Experiencing the crisis from Qatar National Bank, since Qatar gets severed co-operation from Arab countries and impacting to banking performance. Therefore, I was in charged to always be ready to monitor and report all published news related to QNB and Qatar Diplomatic Ties.
-Contributing on event for Instagram at Ciputra Artpreneur on July 26, there are 2 events in one day which are Social Media Business Round Table Discussion with the theme of "How to run the business on Instagram" attended by a great speakers and night event with the theme of Instagram #DiscoverYourStory that night was an awarding session for the top 5 Instagram account users. I was in charge on preparation, during and after event tasks. Such as compiling press release, media handling and making coverage report.
-Supervising the new interns and assisting other interns in the making of client's daily news report (Singapore Airlines).
- B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development**
-I had finally re-learn my concentration's topics from IR study program, which is diplomatic relations among countries, since QNB require a very specific and exact desktop research about the development of case and banking issues, it taught me how to think more critically and analyzing the roots of problem from the ongoing crisis.
-I have learn the effective ways in media handling, how to approach, follow up and communicate and maintaining a good relations.
-By assisting other interns, I also learned a new knowledge from various client's background.
- C. Describe problems or challenges encountered during the week and how you resolved/minimized them**
The problem and obstacles are:
-For weekly report QNB, the scanned pictures on attachment was blurred and untidy, but fortunately my supervisor gave me an advise and helps me on how to be more meticulous for the next report and I have learn from the mistakes.
-Sometimes while doing media monitoring there are some news being skipped, in order to make it right, I always keep in mind to always give my best efforts, and re-check it all over again with the guidance from my supervisor and associates.


Submitted by


ELSARI PRIMADINI

Name of intern

Date: 1/8/2017

Read and acknowledged by


Steven Sanjaya
On Site Supervisor

Duly Stamped

Date: 2/8/2017




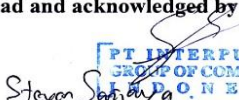



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Elsari Primadini
Company's Name	: Weber Shandwick Indonesia
Supervisor's Name and Title	: Steven Sanjaya
Department	: Intern Staff
Working Hours	: 10 Hour/Day
Report Period	: 2017-08-02 - 2017-09-02

- A. Describe your principal assignments, responsibilities, for the past two weeks**
 The fourth month of my internship journey went smoothly with the familiar days as an intern in Weber Shandwick. My daily principal assignments have different portions for each client, as below:
- For QNB, Every day, I always monitor the news of direct mention through media monitoring in various online media (desktop research) and printed media (newspapers and magazines) and create weekly coverage report on issues related to competitors and QNB.
 - For Mastercard, The event is "CEO Dinner with Mastercard" located at the Grand Hyatt where all CEOs of the Bank and a number of private companies are present to share experiences and establish relationships.
 - For Shopee, I have attended to Shopee event this month which is "Shopee Berbagi" takes place at Century Park Atlet Hotel. This event is a CSR activity from Shopee to help the craftsmen from Yogyakarta. I was in charged for event preparation, during and after event by following media by phone, helping press release preparation, and completing a coverage report from all news about Shopee which was published in media.
 - Daily monitoring for Jabil (aircraft manufacturing company) who will just invest in Bandung by opening the factory.
 - I also helped in the launch of Johnson Baby's new baby bath product with the theme "Sentuhan Penuh Harapan" at Lotte shopping avenue.
- B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development**
- My knowledge about new things is growing as I am used to reading many newspapers and online media every day, from the start of social issues, politics, economy, entertainment and the most updated issues.
 - The timeliness to work is increasing as I have become accustomed to deadlines and assigned tasks. Time management is getting better.
 - From several events, I learned how to be effective in organizing events, becoming a bridge between clients and the media to create mutually beneficial relationships for both parties and to achieve maximum event objectives.
 - I learned to work more professionally by being able to give an opinion for improvement and accept criticism if I make mistakes, so it makes me familiar with the work environment.
- C. Describe problems or challenges encountered during the week and how you resolved/minimized them**
 The problems that come in this month may be just from my own internal factors, where health problems and concentration are divided because of the density of activities and things to do properly and perfectly. Especially in the next month I am preparing myself to undergo internship and thesis writing process at the same time. Sometimes it often irritates my mind in everyday life. However, I still try to do my best for the best results later.

Submitted by

 ELSARI PRIMADINI
 Name of intern
 Date: 02 - 09 - 2017

Read and acknowledged by


 Steven Sanjaya
 On Site Supervisor
 Duly Stamped
 Date: 02 - 09 - 2017



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Elsari Primadini
Company's Name	: Weber Shandwick Indonesia
Supervisor's Name and Title	: Steven Sanjaya
Department	: Intern Staff
Working Hours	: 10 Hour/Day
Report Period	: 2017-09-02 - 2017-10-02

- A. Describe your principal assignments, responsibilities, for the past two weeks**
In this fifth month, I become more accustomed as the time goes by. I am getting used to facing the dynamics of clients in the public relations agency world, especially in this big communication consultant company.
- For Client Affairs, this month I have 2 events organized by Exxon Mobil and Mastercard. The first event was held by Exxon Mobil on 13 September 2017, took a place in Jakarta International Expo, Kemayoran on Group Interview Mobil Lubricants Introduce GOLD System (Grease One -Way Logistics and Distribution) for Process Efficiency Distribution and Logistics Line to Increase Productivity of Mining Industry.
 - The second event was organized by Mastercard, on September 25, located at Bakerzin Plaza Senayan. It was a Mastercard collaboration event with HappyFresh (an online website that sells services for shopping / personal shoppers). What I am doing was as usual were making a list of media, follow-up media by phone and preparing press release, during event I was in-charge in media handling to establish media relations, and after event I was responsible for compiling Post event coverage report and calculate PR Value for each article that goes to media either online or print.
 - While on a typical day, I keep running media monitoring and desktop research using various keywords related to Clients. And making a weekly report for my client which is QNB
 - Assisting other interns in doing their tasks that eventually could enrich my knowledge in in various sectors according to the capacity of each client.
- B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development**
- I can gradually learn how to provide the best service as a PR Consultant, ranging from how to dress ethically, public speaking and establish media relations, since those things are important value that I can learn from this company.
 - I have been trusted to follow the development of an issue / crisis that occurred such as the Allianz Case and then make a report orally and writing that was then presented in front of my boss.
 - Having a sharing session with high-ranking officers in my office who have had a lot of experience in the field of public relations, on this occasion we can ask any questions about business, work ethics, clients and related matters to the experts in this company.
 - I can learn how to work with totality, sincerity, and wholeheartedly so that the results achieved can be satisfying and memorable.
- C. Describe problems or challenges encountered during the week and how you resolved/minimized them**
- The problems that occur only about technical issues during work such as minor faults in the worksheet, but I am very lucky to have a very thorough supervisor and He was immediately gives feedback, for how to do the job with various tips and tricks that make it more effective and efficient, so I can fix it right away and learn from mistakes.
 - Another disruptions is when I have to deal with internship and thesis, I have to divide the time wisely, moreover with a very minimal time span, the volume of work was also increasing, but I must be professional to keep both things in along with good time management.

Submitted by

Name of intern Elsari Primadini
Date: 2 Oct 2017

Read and acknowledged by



On Site Supervisor
Duly Stamped
Date: 2 Oct 2017



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Elsari Primadini
Company's Name	: Weber Shandwick Indonesia
Supervisor's Name and Title	: Steven Sanjaya
Department	: Intern Staff
Working Hours	: 10 Hour/Day
Report Period	: 2017-10-02 - 2017-11-02

A. Describe your principal assignments, responsibilities, for the past two weeks

The Sixth Month of my internship in Weber Shandwick Indonesia, I still dealing with day to day responsibilities such as Media monitoring, Maintain and update client administration (reports, send invitation and follow up media), Maintain and update media database, Conduct desktop research for certain issue (browsing, reading newspaper/magazines etc). As for client's business, I have been trusted to contribute myself in several events as follows:

- Mastercard Strategic Partnership with Central Dept. Store, 3 October @Premier Lounge Grand Indonesia
- ExxonMobil in the launching of Mobil Delvac MX ESP, 10 October @JiExpo Kemayoran
- Mastercard Maybank White Card relaunch press conference, 18 October @XXI Lounge Plaza Senayan
- EATON Media Briefing - Eaton Power Management as Key Supporter of Indonesia Digital Transformation 31 October @the Westin Hotel

In these 4 events, in preparation, I helped to make a press release, spread invitation, and follow up media presence. During an event, in charge on Media Handling and registration, after event Post-event coverage, updated administration.

- For Bank QNB, as usual, I was in charge of making Monthly Coverage Analysis; Proofreading documents, weekly reports, and Daily News Alert.
- I also got a new chance on monitoring issues related to Presidential Election 2019, and Pilkada 2018 in fulfilling Citibank client request.
- I also assist other Interns for clients, Singapore Airlines, Grab, Hitachi, and DuPont.

B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development

Several Important aspects that I get from this month

- I have been trusted to monitor news related to 2019 and Pilkada 2018 as it directly sends to Head of Operations of Weber Shandwick Indonesia
- I have learned on how to work meticulously and patiently deal with the diverse client dynamics
- I have been able to improve my writing skills and presentation skills.
- Conducting Specific and effective media relations
- Very grateful to be able to contribute in many events, as it can increase my event organization skills.

C. Describe problems or challenges encountered during the week and how you resolved/minimized them

This month was quite hectic for me because I have to deal with some disturbance's issues such as:

- The over-changing campus regulations in several things, that makes me feel disappointed
- Writing on my thesis, while I still have to finish my task from offices.
- Health conditions

Submitted by

ELSARI PRIMADINI

Name of intern

Date: 02-11-2017

Read and acknowledged by

Steven Sanjaya

On Site Supervisor

Duly Stamped

Date: 02-11-2017



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Elsari Primadini
Company's Name	: Weber Shandwick Indonesia
Supervisor's Name and Title	: Steven Sanjaya
Department	: Intern Staff
Working Hours	: 10 Hour/Day
Report Period	: 2017-11-02 - 2017-12-02

A. Describe your principal assignments, responsibilities, for the past two weeks

In the last month of my internship, I feel my tasks have becoming regular activities, as I am becoming more accustomed to my daily routine at Weber Shandwick, which has provided knowledge and extensive experience for my future career preparation. This month was one of busiest months as well. I have got opportunities to contribute to client events and I was in charge of following up media invitation, handling media relation, monitoring related news and making post-event report. Those events as follows:

- Press Conference Shopee Mall Grand Launch was held on 9 November 2017 at Hotel Indonesia Kempinski.
- Exxon Mobil Turbin Seminar was held on 15 November 2017 at Ayana Mid Plaza Hotel.
- Commemorating World Diabetes Day 2017 "Women and diabetes – our right to a healthy future" with Novo Nordisk Indonesia and the embassy of Denmark. This event was held on 16 November 2017 at Novo Nordisk office in Pondok Indah Tower 3.
- Small Group Interview with Media in order to discuss Beko's business plan in Indonesia. Beko is an electronic company from Europe. This event was held on 22 November 2017 at Business Centre Hotel Indonesia Kempinski.
- The last event is also about commemorating World Diabetes Day, with Novo Nordisk Indonesia as a global health company by organizing the World Diabetes Day Symposium opened by Mr. Jusuf Kalla, Vice President of the Republic of Indonesia; Puan Maharani, Coordinating Minister for Human Development and Culture, Nila F Moeloek, Minister of Health, and Danish Prime Minister.

Other than organizing events and establish media relations, I am also responsible for media monitoring and weekly coverage for my clients such as Bank QNB, Mastercard and Citibank.

B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development

Important aspects I got during my internship journey are I have becoming more mature in seeing the problem, thinking more critically and my self-confidence was increased as well. Business skills were also improved and I feel like I found where my passion for my future career will direct me.

C. Describe problems or challenges encountered during the week and how you resolved/minimized them

There is no significant problem during my last month as I have been accustomed to the job and has developed my time management skills which help me handled deadlines very well.

Submitted by


Elsari Primadini

Name of intern

Date: 30/11/2017

Read and acknowledged by


STEVEN SANJAYA
SUPERVISOR

On Site Supervisor

Duly Stamped

Date: 30/11/2017